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Ontario's U.S. Travel Markets - 2002

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HIGHLIGHTS

U.S. Travel to Ontario – 2002

- In 2002, 40.495 million U.S. residents visited Canada (excluding commuters and students), of which 16.093 million stayed for one or more nights. Ontario received 65% of the total U.S. visitors to Canada (or 26.318 million) and 50% of the overnight visitors (or 8.107 million).[1]

- Of the 26.318 million U.S. visitors to Ontario, 25.267 million visited only Ontario, while the remaining 1.051 million visited Ontario as well as some other Canadian province.[2]

- U.S. visitors spent $4,305 million in the province and an additional $572 million on Canadian carrier fares in order to get here, for a total of $4,877 million of U.S. residents' spending in 2002. Ontario received nearly half of all spending by U.S. visitors in Canada in 2002 ($4,877 million out of $10,836 million).[3]

- Put within the context of Ontario's balance of payments on the Tourism Account, in 2002 Ontarians spent $4,895 million in the U.S. and a further $494 million on U.S. fares to get to their destinations which when combined with the $4,877 million in receipts yields a deficit of $516 million with the U.S. In other words, Ontarians spent $516 million more in the U.S. than the residents of the U.S. spent in Ontario (fares are included).

- U.S. visitors on a same day visit to Ontario spent a total of $1,385 million, whereas those who stayed in Ontario for one or more nights spent $3,491 million, or $431 per person visit. The overall average (any length of stay) was $185 per person visit.[4]

- Most American visitors come from Michigan and New York, generating the largest share of total visitation to the province (37% and 32%, respectively), followed by Ohio (5%), Pennsylvania (3%) and Minnesota (3%). These states also generated most of the overnight U.S. travel in Ontario led by Michigan (22% or 1.796 million), New York (1.560 million or 19%) and Ohio (739,000 or 9%).[5]

- Most U.S. residents who visited Ontario came to Canada in automobiles (87%), although some came on a commercial flight (7%) or other public carrier such as a train, bus or boat (4%).[6]

- U.S. visitors concentrated their visits to Ontario in the third calendar quarter (35%) followed by spring (26%), fall (21%) and winter (18%).[7]

- Most (53%) U.S. residents that visited Ontario in 2002 were on pleasure trips. Visitors who took their trips for the purpose of visiting friends or relatives accounted for 14% of Ontario's U.S. visitors, while business travellers accounted for 7%.

- The average length of stay among all visitors was just over one night (1.05). Overnight visitors had an average length of stay in Ontario of 3.4 nights.

- Overnight visitors from Illinois had the highest average length of stay in Ontario (4.6 nights), followed by visitors from Wisconsin (4.3 nights), visitors from outside the border states (4.1 nights) and visitors from Minnesota (4.0 nights).

- The vast majority of U.S. visitors to Ontario (89%) travelled in parties comprised of adults only. The remainder (11%) travelled in parties with adults and at least one child less than 15 years old.[8]

- Most of the 27.6 million person nights in the province by U.S. visitors were spent in roofed commercial accommodation (54% or 14.9 million person nights). Hotels were especially popular, accounting for 7.9 million person nights. Motels (2.8 million person nights) and commercial cottages or cabins (4.2 million person nights) were also widely used by U.S. visitors in 2002.

- 20% of U.S. visitor person nights were spent in private homes (5.6 million), a further 2.1 million were spent in private cottages, and 1.3 million were spent in campgrounds or trailer parks.[9]

- Shopping was the most popular activity engaged in by overnight U.S. visitors to Ontario (58%), followed by sightseeing (48%), visiting friends or relatives (31%), participation in sports or outdoor activities (31%), visiting an historic site (24%) and going to bars or nightclubs (21%).

- The vast majority of the same day person-visits from the U.S. to Ontario took place in the Niagara Region (39% or 7.1 million) and in Essex (31% or 5.6 million). These two regions are major land ports between Canada and the U.S. They also have major gaming attractions that have had considerable appeal to the U.S. cross-border market.[10]

- Toronto and Region (31% or 2.5 million visits), Niagara Region (25% or 2.0 million visits), Southwestern Ontario (11% or 0.9 million visits) and North-West Ontario (8% or 0.6 million visits) were the most popular regions for overnight travel. Chart 5 shows the top overnight travel markets for each of Ontario's travel regions.[11]

Comparison of Key Findings: 2002, 2001, 2000

- Total visitation to Ontario from the U.S. declined by 9% in 2002 over 2000 and by 6% in 2002 over 2001. The overall drop was due to a decrease in total visitation in each of the first three quarters of 2002. There was an increase of 15% in the fourth quarter of 2002, but this was following a drop of 21% in the fourth quarter of 2001 following the September 11 terrorist attacks in the U.S.

- Overall, overnight visits increased by 8% in 2002 over 2000 and by 3% over 2001. The increase in travel from the U.S. in 2002 occurred despite a decrease of 4% in the second quarter of 2002.

- "Pleasure" continues to be the dominant trip purpose among U.S. visitors (52%). This motivation has remained constant over the past two years. Business travel and trips to see friends and relatives have also remained stable over the past two years.

- Hotels remain the most popular form of lodging among U.S. visitors in Ontario. Two-fifths of these overnight visitors spend at least one night in a hotel during their stay in the province. The incidence of using motels (17%), commercial cottages (10%) and camping facilities in Ontario (5%) has remained stable over the last two years.

- There are no differences between 2002 over 2000 and 2001 in the region-to-region pattern of U.S. travel within the province, with the exception that the share of visitors to

Essex went down slightly (from 30% in 2000 to 27% in 2001 to 24% in 2002) and the share to Niagara went up (from 31% in 2000 to 33% in 2001 to 35% in 2002).

- When inflationary impacts are removed, real expenditures in Ontario by U.S. visitors (measured in 1992 dollars) decreased by 5% from $3,929 million in 2000 and by 2% from $3,817 million in 2001 to $3,752 million in 2002.

INTRODUCTION

The information contained in this report was extracted from the micro data files of the International Travel Survey (ITS) by Research Resolutions & Consulting Ltd. on behalf of the Ontario Ministry of Tourism, Culture and Recreation.

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities which essentially conducts a census of border crossings and distributes the questionnaires to a sample of individual travellers. The questionnaires are self-completed by the travellers and are mailed back to Statistics Canada.

The provincial statistics presented in this report are based on the census of U.S. visitors as far as their numbers, their origin and their mode of transport used to enter Canada are concerned. Most of the remaining trip characteristics were obtained from 23,410 completed questionnaires by U.S. visitors (out of 40,132 usable questionnaires of U.S. visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit used.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

The regional data contained in this report differ from the data contained in pre-1998 ministry-publications because same day excursions by overnight visitors to Ontario were not included in the database prior to 1998. The reader is referred to the 1999 report and tabulations for a comparison of Ontario level data with and without same-day excursions by overnight visitors.

For more details on how Ontario manages this database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of terms used throughout this report is appended. For more information on this publication please contact:

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AN OVERVIEW OF ONTARIO'S U.S. VISITORS - 2002

Ontario's Share of U.S. Visits to Canada

- In 2002, 40.495 million U.S. residents visited Canada (excluding commuters and students), of which 16.093 million stayed for one or more nights. Ontario received 65% of the total U.S. visitors to Canada (or 26.318 million) and 50% of the overnight visitors (or 8.107 million).[12]

- Of the 26.318 million U.S. visitors to Ontario, 25.267 million visited only Ontario, while the remaining 1.051 million visited Ontario as well as some other Canadian province.[13]

Port of Entry into Canada

- Of the 21.954 million[14] Americans who entered Canada through Ontario's international ports, 37% entered at Niagara/Fort Erie, 27% entered at Windsor followed by Sarnia (10%) and Toronto's airports (7%).[15]

Transportation Used

- Most U.S. residents who visited Ontario came to Canada in automobiles (87%), although some came on a commercial flight (7%) or other public carrier such as a train, bus or boat (4%).[16]

- While in Canada, most U.S. visitors to Ontario relied on their private automobiles for inter-city travel (88%), followed by commercial bus (5%) or a rented vehicle (4%).

Same Day vs. Overnight

- Far more U.S. visitors come only for the day. Of the 26.318 million U.S. visitors to the province, 69% (or 18.210 million) stayed for one day or less and 31% (or 8.107 million) stayed for one or more nights.

Origin

- Most American visitors come from Michigan and New York, generating the largest share of total visitation to the province (37% and 32%, respectively), followed by Ohio (5%), Pennsylvania (3%) and Minnesota (3%). These states also generated most of the overnight U.S. travel in Ontario led by Michigan (22% or 1.796 million), New York (1.560 million or 19%) and Ohio (739,000 or 9%).[17]

- The seven U.S. states bordering Ontario or the Great Lakes generated 84% of all U.S. visits to the province and 68% of overnight visits. California and New Jersey were the largest sources of U.S. travel to Ontario outside of the border states with California accounting for 1% of the total visits and New Jersey for 3% of the overnight visits.[18]

Repeat Visitors

- Most overnight U.S. visitors to Ontario indicate that they have been to Canada on an overnight trip in the past (91%). The average number of overnight trips was 20, or approximately 4 trips per year (among those who had visited Canada during the past five years).

Seasonality

- U.S. visitors concentrated their visits to Ontario in the third calendar quarter (35%) followed by spring (26%), fall (21%) and winter (18%).[19]

- There is consistency in seasonal patterns for Ontario's major U.S. markets, although overnight visitors from Wisconsin (53%), Minnesota (52%) and Illinois (50%) had a higher incidence of travel in the summer months than their counterparts from Michigan (38%) Pennsylvania (40%) or New York (43%).

- Most overnight U.S. visitors on "pleasure" trips visit the province in the third calendar quarter (52%), followed by the spring quarter (26%). The fourth quarter attracts one-tenth of Ontario's U.S. overnight pleasure visitors (10%).

- The third calendar quarter is also very popular among tourists coming to Canada to see friends and relatives (34%), followed by the spring quarter (26%). Nearly one-quarter of U.S. overnight visitors in Ontario on VFR[1] trips occur during the fourth quarter, likely coincident with major winter holidays and religious festivals.

- Overnight U.S. business travel in Ontario is less concentrated in any one season than is pleasure or VFR travel.[20]

Main Purpose of Trip

- Most (53%) U.S. residents that visited Ontario in 2002 were on pleasure trips. Visitors who took their trips for the purpose of visiting friends or relatives accounted for 14% of Ontario's U.S. visitors, while business travellers accounted for 7%.

- Pleasure trips were also the most common with overnight visitors (60%), followed by trips to visit friends and relatives (18%) and business travel (13%).[21]

CHART 1: The Top Overnight U.S. Travel Markets by Main Purpose and Origin 2002

Pleasure (total=4.9 million overnight visits)		Business (total=1.0 million overnight visits)		VFR (total=1.4 million overnight visits)	
% of Overnight U.S. Pleasure Visits from:		% of Overnight U.S. Business Visits from:		% of Overnight U.S. VFR Visits from:	
Michigan	24%	Michigan	11%	Michigan	22%
New York	20%	New York	9%	New York	21%
Ohio	11%	Ohio	8%	Ohio	6%
Pennsylvania	7%	Illinois	7%	California	5%
Illinois	5%	Pennsylvania	6%	Florida	4%
Minnesota	4%	California	6%	Pennsylvania	4%

Special ITS U.S. Tabulations, MTR, page P2-1

- Michigan was the largest source of overnight pleasure, business and VFR visits to Ontario. As Chart 1 indicates, the U.S. states around the Great Lakes did not dominate Ontario's overnight business travel market to the same extent as overnight pleasure or VFR markets. These seven states accounted for 74% of the overnight pleasure visits and 60% of the overnight VFR visits to Ontario, but only for 46% of the provincial overnight business visits.

[1] VFR: visiting friends and relatives

Length of Stay in Ontario

- Because of the large number of same day visitors to Ontario, the average length of stay among all visitors was just over one night (1.05). Overnight visitors had an average length of stay in Ontario of 3.4 nights.

- Overnight visitors from Illinois had the highest average length of stay in Ontario (4.6 nights), followed by visitors from Wisconsin (4.3 nights), visitors from outside the border states (4.1 nights) and visitors from Minnesota (4.0 nights).

- Overnight U.S. visitors in Ontario on a trip to see friends or relatives averaged just over four nights in the province whereas trips made for pleasure averaged just over three nights (3.4 nights). Business trips kept the U.S. overnight visitor in Ontario for close to three nights (2.8 nights).[22]

Party Size

- On average parties from the U.S. on a same day visit to Ontario travelled in groups of 2, as did those on an overnight visit.

- Business travellers are more apt to travel alone than are those travelling for other purposes. In 2002, the average overnight business travellers in the province travelled in groups of 1.5 persons, while those on overnight pleasure trips travelled in groups of 2.6 persons.[23]

Party Composition

- U.S. visitors tend to travel in groups of adults only.

- The vast majority of U.S. visitors to Ontario (89%) travelled in parties comprised of adults only. The remainder (11%) travelled in parties with adults and at least one child less than 15 years old.[24]

Age and Gender

- The average age of U.S. visitors to Ontario was 45 years and was only slightly more likely to be a male (51%) than a female (49%).[25]

- The average age of overnight U.S. visitors was also 45 years. Within the overnight visitor segment, there were only slightly more males (51%) than females (49%).

Accommodation

- Most of the 27.6 million person nights in the province by U.S. visitors were spent in roofed commercial accommodation (54% or 14.9 million person nights). Hotels were especially popular, accounting for 7.9 million person nights. Motels (2.8 million person nights) and commercial cottages or cabins (4.2 million person nights) were also widely used by U.S. visitors in 2002.

- One in five (20%) U.S. visitor person nights were spent in private homes (5.6 million), a further 2.1 million were spent in private cottages, and 1.3 million were spent in campgrounds or trailer parks.[26]

CHART 2: Overnight Person Visits from U.S. by Accommodation Type 2002

Type of Accommodation	Share of U.S. Person Nights in Ontario	Average Length of Stay in Ontario (nights)	Average Party Size (persons)	Proportion of "Adults-Only" Parties
Hotel	29%	2.4	2.1	88%
Motel	10%	2.0	2.3	88%
Commercial Cottage	15%	5.2	3.2	77%
Camping/Trailer Park	5%	3.2	2.5	80%
Home of Friend/Relative	20%	3.7	1.9	87%
Private Cottage	8%	5.4	2.3	83%

Source: Special ITS U.S. Tabulations, MTR_P16-1, M38-1, M39-1
The balance of nights are described as 'other' accommodation type or not specified by the respondent.

- There was no consistency in commercial roofed accommodation usage from state-to-state. Ranging from a low of 47% for New York to a high of 66% for Wisconsin.

- Pleasure visitors generated 68% of all the person nights spent in commercial roofed accommodation. Visitors whose primary trip purpose was business generated 17% of the nights spent in commercial roofed accommodation, while those whose primary trip purpose was VFR generated 8% of these nights.

- Private cottages experienced the longest average lengths of stay in 2002, but parties with the largest average size visited camping/trailer parks. Along with campgrounds, commercial cottages appealed to U.S. travel parties that included children.

Activities

- Shopping was the most popular activity engaged in by overnight U.S. visitors to Ontario (58%), followed by sightseeing (48%), visiting friends or relatives (31%), participation in sports or outdoor activities (31%), visiting an historic site (24%) and going to bars or nightclubs (21%).

- Chart 3 shows the top three activities of overnight visitors from selected states. Visitors from New York, Michigan, Pennsylvania, Illinois and visitors from states outside of the Great Lakes region had shopping as the top activity engaged in during their trip, while visitors from Minnesota and Wisconsin favoured the outdoors. Visitors from Ohio have sightseeing as their top activity.

- The ranking of activities does not change appreciably in the overnight pleasure market, although sightseeing and participation in outdoor activities are more prominent among U.S. overnight pleasure visitors from most states than they are in the general U.S. overnight travelling population.

CHART 3: Activities Participated In During the Trip Overnight Visitors from U.S. 2002				
Origin	**All Main Purposes**		**Main Purpose Pleasure**	
New York	Shopping	56%	Shopping	61%
	Sightseeing	38%	Sightseeing	46%
	VFR*	32%	Outdoors**	39%
Michigan	Shopping	54%	Shopping	62%
	Sightseeing	39%	Sightseeing	48%
	VFR*	32%	Outdoors**	36%
Pennsylvania	Shopping	61%	Shopping	68%
	Sightseeing	59%	Sightseeing	68%
	Outdoors**	37%	Outdoors**	44%
Minnesota	Outdoors**	61%	Outdoors**	70%
	Shopping	44%	Shopping	40%
	Sightseeing	36%	Sightseeing	39%
Ohio	Sightseeing	64%	Sightseeing	78%
	Shopping	63%	Shopping	72%
	Outdoors**	31%	Outdoors**	37%
Illinois	Shopping	56%	Sightseeing	64%
	Sightseeing	49%	Shopping	60%
	Outdoors**	30%	Outdoors**	40%
Wisconsin	Outdoors**	57%	Outdoors**	62%
	Shopping	53%	Shopping	56%
	Sightseeing	40%	Sightseeing	48%
Other USA	Shopping	63%	Sightseeing	73%
	Sightseeing	56%	Shopping	73%
	VFR*	38%	Visit historic site	41%

Source: Special ITS U.S. Tabulations, MTR, P24, M15/16-1.

*Visiting Friends or Relatives **Any outdoor sport or activity

CHART 4: Rating of Services in Canada Compared to the U.S.A. among Overnight Person Visits from U.S. 2002					
Origin of Visitors	Transport Services	Accom. Services	Hospitality of Local People	Value for Money	Variety of Things to See & Do
New York					
Good	36%	34%	53%	64%	48%
Average	58%	60%	44%	24%	48%
Poor	6%	6%	4%	12%	4%
Michigan					
Good	56%	49%	67%	70%	57%
Average	40%	48%	31%	22%	40%
Poor	4%	2%	2%	19%	3%
Pennsylvania					
Good	48%	45%	59%	64%	51%
Average	49%	51%	40%	24%	46%
Poor	3%	4%	1%	12%	2%
Minnesota					
Good	55%	59%	79%	77%	68%
Average	40%	37%	18%	21%	31%
Poor	5%	4%	3%	2%	1%
Ohio					
Good	40%	28%	52%	56%	42%
Average	55%	66%	44%	29%	54%
Poor	5%	6%	5%	15%	5%
Illinois					
Good	47%	48%	67%	64%	52%
Average	42%	42%	32%	27%	37%
Poor	11%	10%	2%	9%	11%
Wisconsin					
Good	52%	55%	71%	61%	55%
Average	39%	34%	26%	30%	41%
Poor	10%	11%	3%	9%	4%
Other USA					
Good	60%	57%	71%	70%	57%
Average	35%	39%	27%	22%	40%
Poor	6%	4%	3%	8%	3%

Source: Special ITS U.S. Tabulations, MTR, P56-1/3

"Good", "average" and *"poor"* are consumers' ratings of their trip in Canada *"in comparison with the USA"*.

Rating of Services

- Visitors were asked to rate various aspects of their trip experience in Canada relative to the U.S.A. There is no single pattern in their responses although most overnight U.S. visitors rate transportation, accommodation, hospitality of local people, and the variety of things to see and do as "good" or "average" (or about the same) as what might be found in the U.S.A. They do, however, seem to recognize that there is a favourable exchange rate. At least half of the U.S. overnight visitors from most major feeder regions state that they believe value for money in Canada is good (or better than) the value they would obtain in the U.S.A.

CHART 5: The Top Overnight Markets for each of Ontario's Travel Regions
Total Overnight Person Visits from U.S. 2002

Region Visited	% of Overnight U.S. Visits to Regions from Various States	
Essex (557,000 overnight person visits)	Michigan	61%
	Ohio	22%
	Illinois	4%
	New York	2%
Southwestern Ontario (869,000 overnight person visits)	Michigan	50%
	New York	9%
	Ohio	7%
	Illinois	6%
Niagara Region (2,019,000 overnight person visits)	New York	30%
	Ohio	14%
	Michigan	13%
	Pennsylvania	9%
South-Central Ontario (360,000 overnight person visits)	Michigan	18%
	New York	15%
	Pennsylvania	8%
	Ohio	8%
Toronto and Region (2,486,000 overnight person visits)	New York	20%
	Michigan	16%
	Ohio	7%
	Illinois	6%
	California	5%
Central Ontario (562,000 overnight person visits)	Michigan	26%
	New York	15%
	Ohio	10%
	Florida	4%
St. Lawrence River Corridor (456,000 overnight person visits)	New York	39%
	Pennsylvania	19%
	Michigan	6%
	New Jersey	4%
Ottawa Region (395,000 overnight person visits)	New York	22%
	Massachusetts	7%
	California	6%
	Pennsylvania	6%
Eastern Ontario (264,000 overnight person visits)	Pennsylvania	26%
	New York	22%
	Ohio	7%
	New Jersey	6%
North-Central (111,000 overnight person visits)	Michigan	19%
	New York	13%
	Ohio	11%
	Minnesota	9%
North-East (485,000 overnight person visits)	Michigan	39%
	Ohio	12%
	Minnesota	7%
	Wisconsin	6%
North-West (620,000 overnight person visits)	Minnesota	28%
	Wisconsin	17%
	Illinois	10%
	Michigan	5%

Source: Special ITS U.S. Tabulations, MTR, R4-1/2

Regional Visitation

- The vast majority of the same day person-visits from the U.S. to Ontario took place in the Niagara Region (39% or 7.1 million) and in Essex (31% or 5.6 million). These two regions are major land ports between Canada and the U.S. They also have major gaming attractions that have had considerable appeal to the U.S. cross-border market.[27]

- Toronto and Region (31% or 2.5 million visits), Niagara Region (25% or 2.0 million visits), Southwestern Ontario (11% or 0.9 million visits) and North-West Ontario (8% or 0.6 million visits) were the most popular regions for overnight travel. Chart 5 shows the top overnight travel markets for each of Ontario's travel regions.[28]

CHART 6: Total Person Visits in Ontario from U.S. by Average Length of Stay and Party Size

Region Visited	Average Length of Stay (nights)		Average Party Size (people)	
	All Visits	Overnight Visits	All Visits	Overnight Visits
Essex	0.2	2.1	1.9	2.0
Southwestern Ontario	0.7	2.4	2.0	2.3
Niagara Region	0.5	2.1	2.2	2.7
South-Central Ontario	1.8	3.0	1.9	1.8
Toronto and Region	2.0	2.9	1.9	1.9
Central Ontario	3.6	4.4	2.3	2.3
St. Lawrence River Corridor	1.2	3.5	2.2	2.1
Ottawa Region	1.9	2.6	1.8	1.8
Eastern Ontario	3.4	4.6	2.5	2.7
North-Central	4.0	4.3	2.1	2.1
North-East	1.3	2.9	2.2	2.1
North-West	2.7	5.5	2.4	3.1

Source: Special ITS U.S. Tabulations, MTR, R14-1, R24-2

- U.S. visitors in North-West, Eastern, and Central Ontario tended to spend more nights in these regions than did those who visited other parts of the province. On average, an overnight U.S. visitor in North-West Ontario (5.5), Eastern (4.6), the St. Lawrence River Corridor (4.6 nights) or Central (4.4) had the longest length of stay. Meanwhile those who went to Niagara Region, Southwestern Ontario or Essex spent just over two nights in the region. U.S. overnight visitors to all other regions stayed for about three nights, on average, in 2002.

- Party size for U.S. visitors is relatively stable from one region to the next, although Niagara Region, Eastern and North-West Ontario attract overnight U.S. visitors who have slightly larger party sizes than do other regions.

- Trips by U.S. overnight visitors to most of Ontario's travel regions tend to be motivated by pleasure, followed by visiting friends and relatives (VFR). Business travel is especially common among U.S. overnight visitors in Toronto and Region (28%), South-Central (20%) and in the Ottawa Region (19%).

CHART 7: Total Person Visits in Ontario from U.S. 2002			
Region Visited	% of Visits to a Region by Main Purpose of Trip		
		All Visits	Overnight Visits
Essex	Pleasure	44%	50%
	VFR	13%	25%
	Business	6%	6%
	Personal/Other	27%	19%
Southwestern Ontario	Pleasure	47%	63%
	VFR	21%	22%
	Business	5%	7%
	Personal/Other	16%	8%
Niagara Region	Pleasure	60%	79%
	VFR	10%	10%
	Business	3%	4%
	Personal/Other	17%	7%
South-Central Ontario	Pleasure	33%	33%
	VFR	34%	36%
	Business	21%	20%
	Personal/Other	12%	10%
Toronto and Region	Pleasure	46%	43%
	VFR	18%	21%
	Business	24%	28%
	Personal/Other	11%	9%
Central Ontario	Pleasure	55%	60%
	VFR	29%	26%
	Business	8%	7%
	Personal/Other	8%	6%
St. Lawrence River Corridor	Pleasure	61%	64%
	VFR	16%	26%
	Business	5%	5%
	Personal/Other	10%	5%
Ottawa Region	Pleasure	52%	49%
	VFR	21%	24%
	Business	16%	19%
	Personal/Other	8%	7%
Eastern Ontario	Pleasure	73%	76%
	VFR	14%	16%
	Business	4%	3%
	Personal/Other	6%	5%
North-Central	Pleasure	75%	77%
	VFR	15%	16%
	Business	3%	4%
	Personal/Other	8%	3%
North-East	Pleasure	77%	86%
	VFR	5%	8%
	Business	2%	2%
	Personal/Other	11%	5%
North-West	Pleasure	61%	81%
	VFR	13%	8%
	Business	3%	2%
	Personal/Other	16%	7%
Source: Special ITS U.S. Tabulations, MTR, P41-1; P42-1			

Expenditures

- U.S. visitors spent $4,305 million in the province and an additional $572 million on Canadian carrier fares in order to get here, for a total of $4,877 million of U.S. residents' spending in 2002. Ontario received nearly half of all spending by U.S. visitors in Canada in 2002 ($4,877 million out of $10,836 million).[29]

- Put within the context of Ontario's balance of payments on the Tourism Account, in 2002 Ontarians spent $4,895 million in the U.S. and a further $494 million on U.S. fares to get

to their destinations which when combined with the $4,877 million in receipts yields a deficit of $516 million with the U.S. In other words, Ontarians spent $516 million more in the U.S. than the residents of the U.S. spent in Ontario (fares are included).

- U.S. visitors on a same day visit to Ontario spent a total of $1,385 million, whereas those who stayed in Ontario for one or more nights spent $3,491 million, or $431 per person visit. The overall average (any length of stay) was $185 per person visit.[30]

CHART 8: Total U.S. Visitors' Expenditures Assigned to Ontario 2002

Country of Origin	Total Expenditures (millions)	Average Spending* Per Person Visit	
		All Visits	Overnight Visits
Michigan	$1,085	$112	$281
New York	$882	$103	$282
Ohio	$344	$250	$363
Pennsylvania	$238	$260	$379
Illinois	$229	$426	$555
Wisconsin	$134	$395	$524
Minnesota	$155	$188	$473
All other U.S. States	$1,809	$439	$621
Total U.S.	$4,877	$185	$431

Source: Special ITS U.S. Tabulations, MTR, P29, P31, P32-1. *Average spending per person visit in Ontario including domestic carrier fares.

- The overall average expenditure per person visit ranged from a low of $103 for New York visitors to a high of $426 for Illinois residents and $439 for U.S. visitors who live outside the Great Lakes states. These estimates include the cost of getting to Canada from the U.S. for visitors who relied on a Canadian domestic carrier for their international travel.[31]

- The same spending pattern emerges when carrier fares to reach Canada are excluded. In this scenario, reflecting spending on core tourism services such as accommodation, food/beverages, entertainment and local/inter-regional transportation within Canada, visitors in Ontario from states outside the Great Lakes region and those from Illinois remain the biggest spenders on a per person basis, (see Chart 9).

CHART 9: Total U.S. Visitors' Expenditures Assigned to Ontario 2002 (Excludes Public Transport Fares to and from Canada/Ontario)

Country of Origin	Total Expenditures (millions)	Average Spending* Per Person Visit:	
		All Visits	Overnight Visits
Michigan	$1,065	$110	$277
New York	$813	$95	$254
Ohio	$312	$227	$347
Pennsylvania	$214	$234	$358
Illinois	$206	$384	$513
Wisconsin	$128	$377	$509
Minnesota	$148	$180	$461
All other U.S. States	$1,419	$344	$516
Total U.S.	$4,305	$164	$385

Source: Special ITS U.S. Tabulations, MTR, P29, P31, P32-1. *Average spending per person visit in Ontario excluding domestic carrier fares.

- U.S. visitors travelling primarily for pleasure spent more money in Ontario than did those travelling for any other purpose ($2,385 million). Their spending is roughly commensurate with the travel volume represented by the main purpose.[32] A different pattern is evident for business travel. This market represents only 7% of all U.S. tourism in Ontario in 2002, but generates 19% of U.S. spending in the province ($813 million). The importance of business travel is evident in the higher yield per trip generated by this type of travel. Each U.S. business traveller spends approximately $441.00 in Ontario compared to between $113 and $172 on average for VFR or pleasure U.S. visitors (figures are rounded – see Chart 10).

- In light of the fact that 35% of all U.S. travel in Ontario takes place in the third calendar quarter, it is not surprising that spending is also concentrated in this season ($1,738 million or 40%). Average spending by U.S. visitors in the first quarter (Jan – Mar) is marginally lower – at about $131 per person visit – than is the case for the other quarters. The lower spending levels likely reflect the shorter stays by U.S. visitors in the province during the colder months. In contrast, average spending by U.S. visitors is highest in the third quarter (Jul – Sep), at about $187. These third quarter trips also tend to be about one night longer than trips taken by U.S. visitors to the province in the first quarter.[33]

CHART 10: U.S. Visitors' Expenditures Assigned to Ontario by Trip Purpose & Season 2002 (Excludes Public Transport Fares to and from Canada/Ontario)			
Trip Purpose	Total Expenditures (millions)	Average Spending* Per Person Visit:	
		All Visits	Overnight Visits
Pleasure	$2,385	$172	$361
VFR	$417	$113	$257
Business	$813	$441	$747
Season			
Quarter I	$627	$131	$333
Quarter II	$1,126	$165	$386
Quarter III	$1,738	$187	$398
Quarter IV	$814	$150	$390

Source: Special ITS U.S. Tabulations, MTR P29., P31, P32-1. *Average spending per person visit in Ontario excluding domestic carrier fares.

- U.S. visitors in Ontario exhibit somewhat different spending patterns depending on whether they spend their nights in the province's paid, roofed lodging or in private homes or campgrounds. For example, overnight U.S. business travellers spend their nights in hotels in the province – 76% of them only use hotels in Ontario.[34] In turn, these business travellers spend half of their total spending in the province on accommodation (48%).

- In contrast, U.S. overnight pleasure travellers are likely to divide their accommodation in the province between roofed commercial lodgings (65%) and non-commercial or camping facilities (16%).[35] These pleasure travellers spend about one-third of their total spending on lodging in Ontario (38%).

- Many U.S. visitors who are travelling to see friends and relatives also *stay with* friends or relatives rather than utilizing paid lodging facilities in the province. As a consequence, these travellers spend comparatively little on accommodation in Ontario (17%).

CHART 11: Distribution of Total U.S. Expenditures in Ontario by Item of Expenditure 2002 (Excludes Public Transport Fares to and from Canada/Ontario)						
Item of Expenditure	Pleasure		VFR		Business	
	All Visits	O/night Visits	All Visits	O/night Visits	All Visits	O/night Visits
Accommodation	28%	38%	15%	17%	48%	50%
Auto/Local Transport	10%	9%	12%	12%	14%	13%
Food & Beverage	24%	21%	31%	30%	24%	23%
Entertainment	21%	17%	17%	15%	6%	6%
Retail/Other	17%	14%	25%	25%	9%	8%

Source: Special ITS U.S. Tabulations, MTR, page P29, P30.

- Toronto and Region not only received the largest share of U.S. expenditures in Ontario (36%), but its visitors also had the highest average spending per person visit of Ontario's

travel regions. This region attracts a disproportionately high number of business travellers. It is also the "reception" point for many U.S. travellers because it has Canada's largest international airport. These factors likely explain the high volume and average spending in this region ($471).

- Niagara Region, with a major border crossing to the U.S. and an important gaming attraction, attracted nearly one-fifth of the U.S. visitor spending in 2002 (19%). Because much of the U.S. traffic into this region is same-day (78%), per visit costs are comparatively low ($99).

- A similar pattern is evident for Essex which also includes an important gaming facility and a major border crossing with the U.S. U.S. visitors spend 11% of all U.S. tourism spending in the province, but much of the visitation is same-day (91%). The short stays of many visitors to this region are reflected in the relatively low per visit spending ($85).

CHART 12: Total U.S. Expenditures Assigned to Ontario's Regions 2002

Region	Total Expenditures (millions)	Average Spending per Visit* All Visits	Average Spending per Visit* O/night Visits
Essex	$528	$85	$184
Southwestern Ontario	$393	$121	$278
Niagara Region	$911	$99	$244
South-Central Ontario	$105	$174	$254
Toronto and Region	$1,776	$471	$581
Central Ontario	$187	$277	$319
St. Lawrence River Corridor	$154	$119	$231
Ottawa Region	$180	$329	$420
Eastern Ontario	$81	$224	$288
North-Central	$42	$358	$382
North-East	$183	$174	$292
North-West	$330	$262	$486

Source: Special ITS U.S. Tabulations, MTR, P43, R13

* Some regions, especially Toronto and Region, were assigned transport fares of travellers who were in transit and did not visit the region. The averages shown in this table exclude these transport fares.

COMPARISON OF KEY FINDINGS U.S. MARKET: 2002, 2001 and 2000

- Total visitation to Ontario from the U.S. declined by 9% in 2002 over 2000 and by 6% in 2002 over 2001. The overall drop was due to a decrease in total visitation in each of the first three quarters of 2002. There was an increase of 15% in the fourth quarter of 2002, but this was following a drop of 21% in the fourth quarter of 2001 following the September 11 terrorist attacks in the U.S.

- Overall, overnight visits increased by 8% in 2002 over 2000 and by 3% over 2001. The increase in travel from the U.S. in 2002 occurred despite a decrease of 4% in the second quarter of 2002.

CHART 13: Person Visits (Total and Overnight) to Ontario from U.S. by Quarter Trip Started

Quarter Trip Started	2000		2001		2002		% Ch Visits			
							Total Visits		O/N Visits	
	Total Visits (000)	O/N Visits (000)	Total Visits (000)	O/N Visits (000)	Total Visits (000)	O/N Visits (000)	00/02	01/02	00/02	01/02
One (Jan-Mar)	5,328	952	5,523	1,022	4,774	1,041	-10%	-14%	9%	2%
Two (Apr-June)	7,606	2,066	7,951	2,249	6,819	2,155	-10%	-14%	4%	-4%
Three (July-Sept)	10,184	3,189	9,930	3,339	9,293	3,540	-9%	-6%	11%	6%
Four (Oct-Dec)	5,958	1,330	4,730	1,269	5,432	1,372	-9%	15%	3%	8%
Total	29,076	7,537	28,134	7,879	26,318	8,107	-9%	-6%	8%	3%

Source: Special ITS U.S. Tabulations, MTR, S1-1

- While total visitation decreased in 2002 over 2000, total visitors from Wisconsin increased by 5%, from Pennsylvania by 4%, and from Illinois by 1%. As mentioned, total visitation decreased in 2002 over 2001, but visits increased by 14% from Minnesota and by 4% from Illinois.

CHART 14: Total Person Visits to Ontario from U.S. by Origin

Origin of Visitors	2000		2001		2002	
	Visits (000)	Share (%)	Visits (000)	Share (%)	Visits (000)	Share (%)
Michigan	12,113	42%	11,010	39%	9,669	37%
New York	8,690	30%	8,978	32%	8,533	32%
Ohio	1,496	5%	1,415	5%	1,379	5%
Pennsylvania	884	3%	933	3%	915	3%
Minnesota	934	3%	722	3%	825	3%
Illinois	532	2%	513	2%	536	2%
Wisconsin	324	1%	370	1%	339	1%
All Other	4,102	14%	4,193	15%	4,123	16%
Total US	29,076	100%	28,134	100%	26,318	100%

Source: Special ITS U.S. Tabulations, MTR, P1-2

- Overnight visitors from the U.S. increased by 8% between 2000 and 2002 and by 3% over 2001. The increase over 2000 was primarily as a result of increased overnight visitation from all markets with the exception of Minnesota (-16%). The increase in 2002 over 2001 was primarily due to an increase in travel from Ohio (51%), Illinois (40%), Michigan (22%) and from states outside of the Great Lakes region (3%).

CHART 15: Total Overnight Person Visits to Ontario from U.S. by Origin

Origin of Visitors	2000		2001		2002	
	Visits (000s)	Share (%)	Visits (000s)	Share (%)	Visits (000s)	Share (%)
Michigan	1,693	22%	1,476	22%	1,796	22%
New York	1,413	19%	1,742	18%	1,560	19%
Ohio	686	9%	491	9%	739	9%
Pennsylvania	448	6%	699	6%	516	6%
Minnesota	319	4%	354	4%	268	3%
Illinois	363	5%	276	5%	387	5%
Wisconsin	226	3%	307	4%	240	3%
All Other	2,389	32%	2,535	32%	2,602	32%
Total US	7,537	100%	7,879	100%	8,107	100%

Source: Special ITS U.S. Tabulations, MTR, P2-1

- U.S. visitors in 2002 are similar to those who came to the province in 2000 and 2001 with respect to their average length of stay in the province. Although, in 2002 there were more overnight visits compared to 2000 and 2001.

CHART 16: Duration of U.S. Person Visits in Ontario

Length of Stay in Ontario	2000		2001		2002	
	Visits (000)	Share (%)	Visits (000)	Share (%)	Visits (000)	Share (%)
Same Day	21,540	74%	20,255	72%	18,210	69%
Overnight	7,537	26%	7,879	28%	8,107	31%
Total	100%	100%	28,134	100%	100%	100%
Average Length of Stay in Ontario (in nights)						
All Visitors	0.86	-	0.96	-	1.05	-
Overnight Visitors	3.30	-	3.44	-	3.40	-

Source: Special ITS U.S. Tabulations, MTR, S1-1, P-35

- "Pleasure" continues to be the dominant trip purpose among U.S. visitors (52%). This motivation has remained constant over the past two years. Business travel and trips to see friends and relatives have also remained stable over the past two years.

- The same pattern of stability in trip purpose is evident for overnight U.S. tourism in Ontario.

CHART 17: Total Person Visits in Ontario from U.S.						
Main Purpose of Trip	2000		2001		2002	
	Visits (000)	Share (%)	Visits (000)	Share (%)	Visits (000)	Share (%)
Pleasure	14,688	51%	14,653	52%	13,892	53%
Business	2,175	8%	1,920	7%	1,843	7%
VFR	4,130	14%	4,020	14%	3,689	14%
Personal/ other	8,082	208	7,541	27%	6,894	26%
Total	29,076	100%	28,134	100%	26,318	100%

Source: Special ITS U.S. Tabulations, MTR, P-7

CHART 18: Total Overnight Person Visits in Ontario from U.S.						
Main Purpose of Trip	2000		2001		2002	
	Visits (000)	Share (%)	Visits (000)	Share (%)	Visits (000)	Share (%)
Pleasure	4,281	57%	4,669	59%	4,901	61%
Business	1,143	15%	1,000	13%	1,039	13%
VFR	1,363	18%	1,452	18%	1,445	18%
Personal/ other	745	10%	746	10%	724	9%
Total	7,537	100%	7,879	100%	8,107	100%

Source: Special ITS U.S. Tabulations, MTR, P-8

- Hotels remain the most popular form of lodging among U.S. visitors in Ontario. Two-fifths of these overnight visitors spend at least one night in a hotel during their stay in the province. The incidence of using motels (17%), commercial cottages (10%) and camping facilities in Ontario (5%) has remained stable over the last two years.

CHART 19: Type of Accommodation Used in Ontario by U.S. Visitors Percent of Overnight Person Visits by Accommodation Type Used in Ontario			
Type Of Accommodation Used	2000	2001	2002
Hotel	41%	41%	41%
Motel	17%	17%	17%
Camping/Trailer Park	5%	5%	5%
Commercial Cottage	10%	10%	10%
Commercial Unspecified	4%	4%	4%
Any Commercial	73%	74%	74%
Home of Friends or Relatives	20%	19%	19%
Private Cottage	5%	5%	5%
Non-Commercial Unspecified	4%	4%	4%
Any Non-commercial	28%	27%	27%
Other/unknown	6%	7%	6%

Source: Special ITS U.S. Tabulations, MTR, M-14

- Similarly, U.S. travellers on overnight pleasure trips have an activity profile in 2002 that is very close to 2000 and 2001.

CHART 20: Activities Participated in During the Trip Percent of Total Overnight Person Visits in Ontario from U.S.						
	2000		2001		2002	
Activity on Trip	All O/N Visits (%)	O/N Pleasure (%)	All O/N Visits (%)	O/N Pleasure (%)	All O/N Visits (%)	O/N Pleasure (%)
Shopping	57%	65%	58%	65%	58%	65%
Sightseeing	49%	62%	49%	61%	48%	59%
Visit park or historic site	28%	38%	32%	41%	32%	41%
Outdoors or sports	30%	38%	32%	39%	31%	40%
Downhill	1%	1%	1%	1%	1%	1%
Hunting/fishing	11%	15%	14%	18%	13%	18%
Visit theme park	4%	5%	4%	6%	4%	5%
Attend festivals/fairs	7%	9%	8%	9%	7%	8%
Attend sports event	5%	5%	6%	5%	5%	5%
Attend cultural event	13%	17%	14%	18%	13%	17%
Nightlife/entertainment	19%*	19%*	25%	24%	26%	26%
Visiting friends or relatives	32%	19%	32%	18%	31%	18%
Other	8%	9%	7%	3%	7%	2%

Source: Special ITS U.S. Tabulations, MTR, P24. *Less than 0.5%. Columns add to more than 100% because visitors may have participated in more than one activity on their trip.

*Does not include 'casinos'

- There are no differences between 2002 over 2000 and 2001 in the region-to-region pattern of U.S. travel within the province, with the exception that the share of visitors to Essex went down (from 30% in 2000 to 27% in 2001 to 24% in 2002) and the share to Niagara went up slightly (from 31% in 2000 to 33% in 2001 to 35% in 2002).

CHART 21: Total Person Visits in Ontario from U.S.

Region Visited	2000		2001		2002	
	'000s	%	'000s	%	'000s	%
1. Essex	8,660	30%	7,555	27%	6,202	24%
2. Southwestern Ontario	3,328	11%	3,170	11%	3,219	12%
3. Niagara Region	8,915	31%	9,304	33%	9,111	35%
4. South-Central Ontario	600	2%	598	2%	604	2%
5. Toronto and Region	3,706	13%	3,739	13%	3,642	14%
6. Central Ontario	642	2%	678	2%	674	3%
7. St. Lawrence River Corridor	1,314	5%	1,407	5%	1,296	5%
8. Ottawa Region	549	2%	632	2%	543	2%
9. Eastern Ontario	315	1%	381	1%	360	1%
10. North-Central	124	*	123	*	118	*
11. North-East	1,117	4%	1,096	4%	1,056	4%
12. North-West	1,398	5%	1,144	4%	1,263	5%

Source: Special ITS U.S. Tabulations, MTCR, P41. *Less than 0.5%. Regions do not add to the provincial total because visitors may have visited more than one region during their stay in Ontario.

CHART 22: Overnight Person Visits in Ontario from U.S.

Region Visited	2000		2001		2002	
	'000's	Share	'000's	Share	'000s	Share
1. Essex	505	7%	521	7%	557	7%
2. Southwestern Ontario	813	10%	805	10%	869	11%
3. Niagara Region	1,627	22%	1,844	23%	2,019	25%
4. South-Central Ontario	356	5%	360	5%	360	4%
5. Toronto and Region	2,437	32%	2,514	32%	2,486	31%
6. Central Ontario	540	7%	565	7%	562	7%
7. St. Lawrence River Corridor	429	6%	421	5%	456	6%
8. Ottawa Region	397	5%	400	5%	395	5%
9. Eastern Ontario	232	3%	265	3%	264	3%
10. North-Central	113	2%	113	1%	111	1%
11. North-East	432	6%	454	6%	485	6%
12. North-West	636	8%	631	8%	620	8%

Source: Special ITS U.S. Tabulations, MTCR, P42. *Less than 0.5%. Regions do not add to the provincial total because visitors may have visited more than one region during their stay in Ontario.

CHART 23: Overnight Person Visits in Ontario from U.S. Main Purpose Pleasure						
Region Visited	2000		2001		2002	
	'000's	Share	'000's	Share	'000s	Share
1. Essex	254	6%	260	6%	276	6%
2. Southwestern Ontario	489	11%	491	11%	545	11%
3. Niagara Region	1,294	30%	1,449	31%	1591	32%
4. South-Central Ontario	102	2%	120	3%	117	2%
5. Toronto and Region	962	23%	1,062	23%	1,059	22%
6. Central Ontario	294	7%	333	7%	335	7%
7. St. Lawrence River Corridor	248	6%	255	6%	290	6%
8. Ottawa Region	172	4%	192	4%	195	4%
9. Eastern Ontario	163	4%	196	4%	201	4%
10. North-Central	84	2%	88	2%	85	2%
11. North-East	335	8%	369	8%	419	9%
12. North-West	488	11%	475	10%	501	10%

Source: Special ITS U.S. Tabulations, MTCR, P42. *Less than 0.5%. Regions do not add to the provincial total because visitors may have visited more than one region during their stay in Ontario.

- At $4,974 million, total spending by U.S. visitors in Ontario in 2001 decreased by less than one percent over 2000, primarily as a result of the 3% decrease in U.S. visitors to the province in 2001 over 2000.
- When inflationary impacts are removed, real expenditures in Ontario by U.S. visitors (measured in 1992 dollars) decreased by 5% from $3,929 million in 2000 and by 2% from $3,817 million in 2001 to $3,752 million in 2002.
- Average expenditures per person visit increased, in constant 1992 dollars, in 2002 by 5.5% over 2000 and by 5.1% over 2001.
- The ways in which U.S. visitors spend their money in Ontario has not changed appreciably over time. See Chart 24.

CHART 24: Total U.S. Expenditures in Ontario						
	2000		2001		2002	
Item of Expenditure	$ in millions	Share (%)	$ in millions	Share (%)	$ in millions	Share (%)
Accommodation	$1,079	22%	$1,153	23%	1,206	25%
Food & Beverage	$1,040	21%	$1,085	22%	1,075	22%
Canadian Carrier fares	$766	15%	$627	13%	572	12%
Public/Local Transport	$126	3%	$131	3%	134	3%
Private Transport	$371	7%	$381	8%	351	7%
Recreation/ Entertainment	$829	17%	$851	17%	806	17%
Retail/Other	$787	16%	$746	15%	732	15%
Total	$4,998	100%	$4,974	100%	4,877	100%

Source: Special ITS U.S. Tabulations, MTR, P29.

CHART 25: Distribution of U.S. Expenditures in Ontario by Length of Stay and Average Expenditures per Visit			
	2000	2001	2002
Same Day	34%	31%	28%
Overnight	66%	69%	72%
Total	100%	100%	100%
Average Expenditures Per Person Visit:			
Same Day	$79	$76	$76
Overnight	$438	$437	$431
Total	$172	$177	$185

Source: Special ITS U.S. Tabulations, MTR, S3, R13.

CHART 26: Total U.S. Expenditures by Region								
	2000		2001		2002		% change in shares	
Regions	Millions	Share	Millions	Share	Millions	Share	00/02	01/02
1. Essex	$766	15%	$652	13%	$528	11%	-28%	-17%
2. Southwestern Ontario	$331	7%	$328	7%	$393	8%	15%	15%
3. Niagara Region	$791	16%	$881	18%	$911	19%	17%	4%
4. South-Central Ontario	$102	2%	$115	2%	$105	2%	8%	8%
5. Toronto and Region	$1,900	38%	$1,870	38%	$1,776	36%	-4%	-4%
6. Central Ontario	$165	3%	$172	4%	$187	4%	28%	-4%
7. St. Lawrence River Corridor	$136	3%	$156	3%	$154	3%	5%	5%
8. Ottawa Region	$189	4%	$181	4%	$180	4%	-8%	-8%
9. Eastern Ontario	$71	1%	$84	2%	$81	2%	66%	-17%
10. North-Central	$46	1%	$50	1%	$42	1%	-14%	-14%
11. North-East	$178	4%	$156	3%	$183	4%	-6%	25%
12. North-West	$318	6%	$324	7%	$330	7%	13%	-3%

Source: Special ITS U.S. Tabulations, MTCR, P43. *Less than 0.5%.

GLOSSARY

ACCOMMODATION TYPE refers to the type(s) of accommodation used on the trip.

Commercial accommodation: hotel, motel, camping/trailer park and commercial cottage.

Non-Commercial accommodation: home of friends or relatives, private cottage.

Other: Few categories of accommodation are available in the ITS questionnaire and no instructions are provided to guide the respondent in the use of "other" accommodation. As such, "other" could include B&Bs, resorts, dormitories, hostels, sleeping berths on trains and boats, etc.

Commercial Unspecified: This term is used when a respondent did not specify the type of accommodation used, but indicated that he/she spent money on accommodation.

Any commercial accommodation: Refers to trips on which a respondent reported utilising any form of commercial accommodation.

Any non-commercial accommodation: This term is analogous to *any commercial accommodation*, and is used for trips reporting staying with friends and relatives and/or in private cottage or vacation home.

ACTIVITIES ON TRIP. Respondents were asked to indicate whether they participated in any of the pre-specified activities. The activity could have occurred at any location on the trip since the activity data are not captured on a location-specific basis.

Since a visitor could participate in more than one activity, the activity shares add up to more than 100%.

EXPENDITURES ON TRIP. These include all dollars spent by all persons on a travelling party. These expenditures exclude transportation fares paid to non-Canadian carriers.

MODE OF TRANSPORT. The ITS records two types of transport used: a) to enter Canada and b) while in Canada. *Other* transport includes pedestrian, motorcycle and bicycle. Due to multiple responses on the mode of transport while in Canada (i.e. a respondent could have used multiple transportation modes), the numbers of the various modes used add up to more than 100%.

PERSON NIGHT. One visitor spending one night in a specified location on the trip.

PERSON VISIT. A person making one visit to a region.

PURPOSE OF TRIP (MAIN). The main reason for the trip to Canada. The details for each main group are as follows:

Pleasure: includes vacation, visiting second home, attend events/attractions and shopping.
Business: includes attending a meeting, convention, and other work.
Visiting Friends and Relatives: includes visiting friends and relatives.
Other: includes personal, in transit, and other.

MAP OF ONTARIO'S TRAVEL REGIONS

ENDNOTES

[1] Source: Special ITS U.S. Tabulations, MTR, page M53-1, M54-1.
[2] Source: Special ITS U.S. Tabulations, MTR, page S1-1.
[3] Source: Special ITS U.S. Tabulations, MTR, pages P29-1, M55-1.
[4] Source: Special ITS U.S. Tabulations, MTR, page R4.
[5] Source: Special ITS U.S. Tabulations, MTR, page P1-1, P2-1.
[6] Source: Special ITS U.S. Tabulations, MTR, page P39-1.
[7] Source: Special ITS U.S. Tabulations, MTR, page P18/19-1.
[8] Source: Special ITS U.S. Tabulations, MTR, page P50-1.
[9] Source: Special ITS U.S. Tabulations, MTR, page P16-1.
[10] Source: Special ITS U.S. Tabulations, MTR, page R2; M37-1/4.
[11] Source: Special ITS U.S. Tabulations, MTR, page P42-1.
[12] Source: Special ITS U.S. Tabulations, MTR, page M53-1, M54-1.
[13] Source: Special ITS U.S. Tabulations, MTR, page S1-1.
[14] Not all of the U.S. residents who visited the province entered Canada through Ontario's ports of entry.
[15] See Statistics Canada border crossing statistics, 2002.
[16] Source: Special ITS U.S. Tabulations, MTR, page P39-1.
[17] Source: Special ITS U.S. Tabulations, MTR, page P1-1, P2-1.
[18] Source: Special ITS U.S. Tabulations, MTR, page P2-1.
[19] Source: Special ITS U.S. Tabulations, MTR, page P18/19-1.
[20] Source: Special ITS U.S. Tabulations, MTR, page P19-1.
[21] Source: Special ITS U.S. Tabulations, MTR, page P7-1.
[22] Source: Special ITS U.S. Tabulations, MTR, page P-35-1.
[23] Source: Special ITS U.S. Tabulations, MTR, page P49-2.
[24] Source: Special ITS U.S. Tabulations, MTR, page P50-1.
[25] Source: Special ITS U.S. Tabulations, MTR, page M40-1.
[26] Source: Special ITS U.S. Tabulations, MTR, page P16-1.
[27] Source: Special ITS U.S. Tabulations, MTR, page R2; M37-1/4.
[28] Source: Special ITS U.S. Tabulations, MTR, page P42-1.
[29] Source: Special ITS U.S. Tabulations, MTR, pages P29-1, M55-1.
[30] Source: Special ITS U.S. Tabulations, MTR, page R4.
[31] Carrier fares are assigned to ports of entry/exit within the ITS. If a visitor entered/exited Canada in a province other than Ontario, only a portion or none of their domestic carrier fares would be attributed to Ontario.
[32] Pleasure travel within the U.S. market segment represents 53% of all trips and spending by these visitors represents 55% of the total spent in the province in 2002 (excluding carrier fares). Business U.S. travel represents less than one-tenth (7%) of all U.S. travel and just under one-fifth of all spending in Ontario (19%). Excludes domestic carrier fares to/from Canada.
[33] Source: Special ITS U.S. Tabulations, MTR, page P-35.
[34] Source: Special ITS U.S. Tabulations, MTR, page P14-1.
[35] Source: Special ITS U.S. Tabulations, MTR, page P14-1.